



# EVENTS

## MANAGEMENT MASTERCLASS 16-17 MAY 2019

HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA, WOLMAR COASTAL ROAD, FLIC-EN-FLAC

### A FIRST IN MAURITIUS, A FIRST FOR YOU

#### EVENTS MANAGEMENT MASTERCLASS

Events have become a critical value added offering for most organisations requiring both investments and skills. Planning impactful, memorable and meaningful events also requires careful attention to detail, adaptability, effective delegating, and a lot of work. Strategic event management is a growing speciality and can be a distinct corporate competitive advantage.

Bringing you the No.1 Events Management course from South Africa's very best, The Aleit Academy, this unique workshop aims to equip participants with the latest know how and skills pertaining to Events Management. The Aleit Group is a multifaceted creative agency at the forefront of the events industry in South Africa and now dominates the events space.

#### COURSE METHODOLOGY

Interactive and participatory, including case studies, presentations and facilitation by the trainers, group exercises, roundtable discussions, video clips sharing of best practices and debriefing. In addition, the facilitators will stage practical live sessions in the hotel venue.

#### WHO SHOULD ATTEND

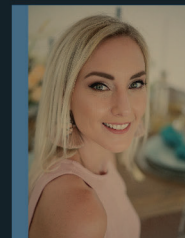
Communication Professionals, Marketing Managers, Marketing Executives, Event Managers, Business Owners, Advertising Agency Executives, PR Professionals, Heads of Functions, Wedding Planners, Consultants and Team Leaders whose scope covers events management.

#### COURSE OUTLINE

- Introduction, History of TAG and TAA.
- Events - Origin, Definition, Types, Composition and Attributes of an event.
- Success stories and case studies.
- Strategic events management: linking events to the organisation's mission.
- Understanding your target audience and rest of the audience.
- P2E2 Model of Event Management - includes elements of Purpose, Planning, Execution and Evaluation.
- Defining Purpose of an event.
- Value of Event Planning: Client information questionnaire - Concept Proposal (moodboards) & budget preparation - Creative input (colour & trends)
- Execution: Final Program & toolbox.
- Checklists for successful event planning and management & contingency planning.
- Post event debriefing & evaluation.
- Practical sessions.

#### COURSE OBJECTIVES

- By the end of the course, you will be able to:
- Develop a holistic approach to planning functions and events.
  - Master the latest techniques, know how and skills pertaining to Events Management.
  - Understand all aspects of Event Management & Coordination including managing budgets, suppliers, risks, venues, resources, audiences and much more.



#### COURSE DIRECTOR

**BIANCA RIJNSBURGER**  
THE ALEIT ACADEMY  
Lecturer & Course Executive



#### COURSE DIRECTOR

**NICOLA BERNARDO**  
THE ALEIT ACADEMY  
Lecturer & Course Developer

#### FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of 75% from HRDC. Fees include lunch and tea breaks for both days.



**CORPORATE LEADERSHIP CENTER**